Defensive

PHILIP MORRIS
ALPINE
LETTER/ALPINE SMOKER
11/08/93
lodge10

~~YOU ALREADY SMOKE ALPINE. SO WHY ARE WE WRITING YOU?~~

We like to keep valued members of the Alpine family like yourself up to date on what's new. And nothing's newer than our unique Alpine Lodge, where you can get some great items free by simply saving Alpine UPC's. Sound good?

Then how does this sound? The crispness of a mountain morning. The way it feels so fresh, and clean. That's what you'll find in every pack of Alpine. Great menthol taste that's mountain fresh.

Plus, you'll find it at a refreshingly low price. Low price is just one more part of the pleasure of Alpine.

Values?

And the pleasure doesn't stop there.

In addition to the Alpine Lodge catalog, we've enclosed a money-saving coupon for you below. And in the months ahead, we've got a lot more surprises.

~~If you have a friend who might like to hear from us, just fill out the card inside.~~

Dennis Miller
Alpine

P.S. Don't forget to take advantage of the valuable coupon below. It's a great way to see what mountain fresh really means.

2041391024

Source: https://www.industrydocuments.ucsf.edu/docs/yjcy0004